

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “T3, Travel Tends Today & Go Now” magazines, through M/s. Livewires Advertising Pvt, Ltd., – Publication Charges – Amount Sanctioned - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.1027

Dated: 16 -10-2008

Read the following:

- 1 Govt. Lr.No.4370/PMU/DDC/2008, YAT&C (PMU) Department. dt. 05.09.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No.186/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.10-09-2008.
- 6 Bill No. Advt-307, dt. 22.09.2008 of M/s. Livewires Advertising Pvt, Ltd., Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “T3, Travel Tends Today & Go Now” magazines, through M/s. Livewires Advertising Pvt, Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 12,00,000/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.12,00,000/- (Rupees Twelve Lakhs only) towards publication of the advertisement in “T3, Travel Tends Today & Go Now” magazines, which is inclusive of service tax

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (10) – Promotion of Tourism in Districts- 500 – other charges – 503 - Other Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To
M/s. Livewires Advertising, Pvt, Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad
Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER